

Subject: Re: Mission Statement
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 03/23/2016 11:48 AM
To: "Warren A. Gunter" <w.gunter@sbcglobal.net>

Warren,
Last year we spent just under \$100,000 more than what we had. We also need to reserve \$100K for the early part of 2017 because we do not get our funding until the end of February 2017.

Therefore, that gives us an overall budget of \$800,000 to work with this year. Our marketing budget is 15% so that's where I got the \$120K.

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On Wed, Mar 23, 2016 at 10:48 AM, Warren A. Gunter <w.gunter@sbcglobal.net> wrote:

Just a few comments.

Instead of "What business are we in?" how about something like "What purpose do we serve?"

Same for "What is our business for?" Maybe "What should we try and accomplish?"

In the "Propose Vision Statement" insert ",who pay the assessments," after "...property owners". This is important and needs to be in the forefront at all times.

In the "Suggested Goals",

Two items about branding. Why?

Something to the effect that increasing rent demand (ie "Reduce the supply of vacant properties) to reduce vacancies should/would also decrease the uses that now do not benefit the mission statement. "...a desirable place for all visitors, residents and employees."

Why is the marketing budget only \$120,000. We are allowed up to 110% of the original budget!